

Message Text

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ACTION ARA-10

INFO OCT-01 EUR-12 ISO-00 AID-05 CIAE-00 COME-00 EB-07
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E.O. 11652: NA
TAGS: NL XM ETRD
SUBJECT: GON ASSISTANCE IN LDC EXPORT PROMOTION

REF: STATE 292695

FOLLOWING RESPONDS TO SPECIAL INTERESTS CITED IN REFTEL:
SIZE OF OPERATION AND TYPE OF ASSISTANCE - DUTCH CENTER
FOR PROMOTION OF IMPORTS FOR DEVELOPING COUNTRIES (CBI) HAS
BEEN IN EXISTENCE FOR OVER FOUR YEARS AND MAINTAINS AN OFFICE
OF 12 PERSONS IN ROTTERDAM TO (1) PROVIDE INFO ON GOVERNMENT
REGULATIONS, STATISTICS, DISTRIBUTION CHANNELS, TRANSPORT,
STORAGE, INSURANCE, AND PACKING; (2) SERVE AS INTERMEDIARY
IN ESTABLISHING CONTACTS BETWEEN IMPORTERS AND EXPORTERS
VIA PERSONAL CONTACTS, MONTHLY NEWS BULLETIN, AND
MERCHANDISE TEST CENTER WITH SAMPLES; (3) PROMOTE TRADE
VIA DUTCH FAIRS AND EXHIBITIONS AND SHOW ROOMS; (4) ACT AS
LIAISON WITH INTERNATIONAL TRADE CENTER GENEVA. IN 1975 CGI
PROCESSED 5,000 INQUIRIES, SPONSORED FOUR EXHIBITIONS,
AND SHOWED 1,500 PRODUCTS FROM 60 COUNTRIES IN PERMANENT
DISPLAY.

COST TO GON -CBI'S CALENDAR YEAR BUDGET IS 4.3
MILLION GUILDERS (2.50 GUILDERS EQUAL \$1.00) FOR 1976 AND
5.0 MILLION GILDERS FOR 1977 AND IS FUNDED UNDER DEVELOP-
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MENT COOPERATION.

EXTENT OF UTILIZATION BY LATINS - WHILE A FEW FIRMS
FROM MOST LATIN AMERICAN COUNTRIES AND ESPECIALLY FROM
COLOMBIA ARE USING CBI, BULK OF USERS ARE FROM INDIA,
PAKISTAN, BANGLADESH, AND SRI LANKA. IN SEPTEMBER,

OCTOBER AND NOVEMBER ISSUES OF CBI NEWS BULLETIN LA FIRMS
ACCOUNTED FOR THREE OF 102 AND 15 OF 68 AND 10 OF 61 TRADE
LEADS, RESPECTIVELY.

EFFECTIVENESS IN PROMOTING MARKET PENETRATION - IT
IS DIFFICULT TO ASSESS EFFECTIVENESS OF PENETRATION ATTRI-
BUTABLE TO CBI'S ACTIVITIES WHICH ARE LARGELY GEARED TO
BRINGING NEW TO MARKET FIRMS IN TOUCH WITH POSSIBLE DUTCH
IMPORTERS AND AGENTS. NETHERLANDS HAS BEEN AND IS EXPECTED
TO CONTINUE TO BE VERY IMPORTANT GROWTH MARKET FOR DEVELOP-
ING COUNTRIES. VALUE AND SHARE OF DEVELOPING COUNTRIES IN
DUTCH IMPORTS ARE RECORDED BY OECD HAVE RISEN FROM US
\$2.2 BILLION AND 16.4 PERCENT IN 1970 TO US \$7.4 BILLION
AND 22.2 PERCENT IN 1974, AND IN 1975 ROSE SLIGHTLY TO
OVER \$7.5 BILLION AMOUNTING TO 21.4 PERCENT.
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